

## CLAIMS

We Claim:

1. A system for simplified implementation of adaptable user interfaces, the system comprising:

at least one content module that contains content, wherein the content is unformatted with respect to visual characteristics;

at least one navigation module;

a framework, wherein at least one of the at least one content module and the at least one navigation module are inserted into the framework; and

a formatting specification that includes a standardized set of flexible styles, attributes of which are set for defining a plurality of visual characteristics of at least one of the at least one content module, the at least one navigation module, and at least a portion of the framework.

2. The system of claim 1, wherein the framework includes at least one container that includes at least one row that includes at least one column.

3. The system of claim 1, wherein at least one of the framework containers that a content module or navigation module is inserted into expands to fit the inserted content module or the inserted navigation module.

4. The system of claim 1, wherein the framework includes a plurality of containers at least one of which shrinks thereby effectively disappearing from a displayed user interface.

5. The system of claim 1, wherein the standardized set of styles is instantiated in a Cascading Style Sheet document.

6. The system of claim 1, wherein the plurality of visual characteristics are selected from: colors; heights, widths, spacing around an element, spacing within an element, background images, borders, and fonts.

7. A web-page user interface generated by the system of claim 1.

8. A method of providing at least one adaptable user interface, the method comprising:

inserting at least a first content module and at least a first navigation module into a framework;

defining, by setting a first set of attributes of a standardized set of styles, a first plurality of visual characteristics of at least a portion of each of the first content module, the first navigation module, and the framework; and

combining the framework, including the first content module and the first navigation module, with the attributes of the standardized set of styles to render a first user interface.

9. The method of claim 8, wherein the first user interface is made to match the appearance of a first Web site.

10. The method of claim 8, further comprising:

defining, by setting a second set of attributes of the standardized set of styles, a second plurality of visual characteristics of at least a portion of at least one of the first content module, the first navigation module, and the framework; and

combining the framework, including at least one of the first content module and the first navigation module, with the second plurality of visual characteristics to render a second user interface that has a different appearance than the first user interface.

11. The method of claim 8, further comprising:

inserting at least one of at least a second content module and at least a second navigation module into the framework;

defining, by setting a second set of attributes for the standardized set of styles, a second plurality of visual characteristics of at least a portion of each of the second content module, the second navigation module, and the framework; and

combining the framework, including at least one of the second content module and the second navigation module, with the second plurality of visual characteristics to render a second user interface that has a different appearance than the first user interface.

12. The method of claim 11, wherein the first user-interface matches the appearance of a first Web site and the second user-interface matches the appearance of a second Web site.

13. The method of claim 8, wherein the framework includes at least one container that at least one of a content module and a navigation module is inserted into and wherein the container expands to fit the inserted module.

14. The method of claim 8, wherein the framework includes at least one container that no content module and no navigation module are inserted into and wherein the container shrinks thereby effectively disappearing from the displayed user interface.

15. The method of claim 8, wherein the attributes are specified in a Cascading Style Sheet document.

16. The method of claim 8, wherein the plurality of visual characteristics are selected from: colors; heights, widths, spacing around an element, spacing within an element, background images, borders, and fonts.

17. A computer-readable medium containing computer-executable instructions for performing the method of claim 8.

18. A web-page user interface generated by the method of claim 8.

19. A computer-readable medium having computer-readable modules of a user interface, the computer readable medium comprising:

at least one content module that contains content to be displayed via the user interface;

at least one navigation module;

a framework module including a first table and a second table both having a plurality of containers, wherein the at least one navigation module is inserted into at least one of the containers of the first table and the at least one content module is inserted into at least one of the containers of the second table; and

a standardized set of styles attributes of which are set to define a plurality of visual characteristics of at least a portion of each of: the at least one content module, the at least one navigation module, and the framework.

20. The computer-readable medium of claim 19, wherein at least one of the containers that a content module or navigation module is inserted into expands to fit the inserted content module or the inserted navigation module.

21. The computer-readable medium of claim 19, wherein at least one container that no content module and no navigation module is inserted into shrinks thereby effectively disappearing from the displayed user interface.

22. The computer-readable medium of claim 19, wherein the set of styles are specified in a Cascading Style Sheet document.

23. The computer-readable medium of claim 19, wherein the plurality of visual characteristics are selected from: colors; heights, widths, spacing around an element, spacing within an element, background images, borders, and fonts.